

## Message Text

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40

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /038 W

----- 022916

R 240955Z JUN 75

FM AMCONSUL FRANKFURT

TO USDOC WASHDC

INFO SECSTATE WASHDC 512

AMEMBASSY BONN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

USMISSION USBERLIN

UNCLAS FRANKFURT 4051

E.O. 11652: NA

TAGS: BEXP, GW

SUBJECT: DO-IT-YOURSELF JEEP EXHIBITION

COMMERCE FOR TRAFTON - BIC 226

1. DO-IT-YOURSELF JEEP
2. FRANKFURT/MAIN TRADE CENTER, JUNE 18-20, 1975
3. 10
4. \$ 1,900
5. \$ 1,423,000
- A. \$ 1,423,000
- B. NO OTM
6. 10
7. 0
8. 14 FROM 31 LEADS
9. N/A
10. 102
11. MORRIS-SYME (NTE-NTM)

THIS NTE-NTM FIRM STOLE THE SHOW, SO TO SPEAK.

MORRIS-SYME SHOWED A VERY UNIQUE HARD PLASTIC

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UNIVERSAL CORNER BRACE, FLEXIBLE CORNER BLOCK,

AND A SELF-LOCKING DOWEL PIN WHICH WAS DESIGNED TO REVOLUTIONIZE THE FURNITURE AND DO IT YOURSELF MARKETS. INTEREST WAS HIGH IN ALL THREE PRODUCTS. MR. MORRIS, OWNER AND INVENTOR LISTED HIS OBJECTIVES AS; 1) FINDING SALES REPRESENTATIVE OR DISTRIBUTOR, 2) EXPOSURE TO NEW BUSINESS PROSPECTS AND, 3) FINDING LICENSEE. HE STATED THAT ALL 3 OF HIS OBJECTIVES WERE ACHIEVED AND THAT VERY SHORTLY HE WOULD BE SIGNING A DISTRIBUTOR; LATER TO BECOME A LICENSEE. HE FORECAST \$500,000 AS A CONSERVATIVE FIGURE OVER THE NEXT 12 MONTHS. MRS. MARGARET-JANE SYME, ASSOCIATE, STATED, "THIS SHOW HAS BEEN AN EXCELLENT MEANS OF LEARNING THE MARKET AND MEETING THE BUSINESS PEOPLE MEANINGFUL TO US - WE COULD NOT HAVE DONE SO MUCH ALONE. EXCELLENT HELP TO U.S. BUSINESSMAN." (CLEARED)SULSER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 JUN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975FRANKF04051  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750218-0978  
**From:** FRANKFURT  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19750618/aaaaaqit.tel  
**Line Count:** 76  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
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**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** DO-IT-YOURSELF JEEP EXHIBITION COMMERCE FOR TRAFTON - BIC 226  
**TAGS:** BEXP, GE  
**To:** COM  
**Type:** TE  
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